

INTRODUCTION TO PLANT BASED HEALTH & FITNESS



ZESTFOREVER
PLANT BASED WORLD

YOUR INTRODUCTION TO PLANT BASED FITNESS

2

Hello, and welcome to your 12 week Fit & Thrive for BUSY people. You have made the important decision to turn your health around and potentially change your life forever with this 12 week plan and for that we commend you.

It's So Simple

It's so simple, and in just a small space of time the changes you make NOW will transform the way you look, feel and also your whole life forever, thus opening up a whole new world to you that you will never look back from.

Feeling amazing, looking good, and having tons of energy is your birth right. It's how we are all supposed to feel were we not bogging our bodies and minds down with junk foods, stress, lack of sleep, and the million other things we do in modern day life that stop us from being the best version of ourselves, but with a little bit of knowledge and some simple changes in diet and exercise you can 100% make this happen.

Although we would like the plant based lifestyle to be a major part of your main diet for life, this is initially a 12 week plan as we believe that it is an adequate amount of time for things to really start changing noticeably for you. You will start to lose excess fat, have a clearer more vibrant complexion; you may find many chronic health problems improving, have more energy and motivation, clearer thinking and a calmer mood, not to mention looking pretty fit and buff to top things off pretty nicely.

For these initial 12 weeks we would like you to stick to the food plans provided to the best of your ability. This is simply because we would like these new, healthy food choices to become engrained to the point of habit and within this 12 week time-frame you will have had the chance to form these new habits for life.

For the upcoming 12 weeks you will need to keep a diary of any cheats you may have (as in straying away from the food plan - don't worry, it happens). There are very good reasons for this as it encourages accountability, even if it's just to yourself. It also makes you think twice about making better food choices in the future. You can either do this on a note pad, an online app, or any other way that suits you best.

Be totally honest about any cheats, as it's actually vital to know your weak points and where and when they are. Knowledge is always POWER in this respect. You need to obtain a profile on yourself to be able to put in place the plans that will stop you choosing unhealthy eating patterns in the future.



Tracking Your Frame Of Mind

In your diary be sure to include where you are, what mood you're in (i.e. stressed, anxious, premenstrual, angry), and when exactly you have these cravings as these are all 'triggers'. If over time you can see there are certain frames of mind, certain places, or certain times of day that are trigger points for your bad food days or cravings then you will find it much easier to overcome them. Remove the trigger where possible to remove the craving. Or find other ways to let out tension such as exercise, yoga, meditation, or punching the hell out of a cushion – do whatever you find helpful.

If you're having a bad day and have had a few 'cheats', it is vital you do not think "I've ruined it for today so I may as well carry on eating junk and start again tomorrow." This is the kind of thinking cycle that needs to be broken if you wish to change bad eating habits for life. So, if you do fall off the wagon just forget about it. Don't feel guilty, just carry on with your healthy eating plan immediately. DO NOT wait until the next day. Let me make that clear again: DO NOT WAIT UNTIL THE NEXT DAY! This will keep you in that bad cycle forever.

After you've done this a few times not only will you feel a sense of freedom, but you will also break those addictive junk food habits and find you no longer crave unhealthy foods as much as you used to. They begin to lose their appeal once you know that they're not forbidden. Also, there is pretty much a healthy version of every single bad food out there if you should crave it, so have healthy versions of junk foods on hand should you need them. Preparation and forward thinking is absolutely key to your success.

Changes You Can Expect on Your 12 Week Plan

5

You're probably wondering what changes to expect during and after this program, and I can assure you there are many. They may include the following:-

- Clearer skin
- Boosted immunity
- Less brain fog
- More energy
- More drive and ambition
- More confidence
- Weight loss
- Detoxification
- Higher physical fitness levels
- Less aches and pains in general (especially after exercise)
- A happier outlook on life
- You will be less affected by stress

These are just some of the great benefits that you may notice pretty fast. It's amazing how quickly your body responds to good food and exercise, but the changes may well take a little longer if you are over 40, are already quite unfit and unhealthy, or you have other medical problems, but that's the whole point why you are doing this right? So, if changes take longer for you, do not fear... they will happen, you just need to be a bit more patient and KEEP GOING!

This plan will also help you to rewire those neural pathways in your brain that will in turn help you to create a healthier lifestyle forever. This plan has been made easy to suit everybody, including your whole family (it will be easier if you can bring them on board too). The new, fitter, healthier you is just around the corner, and we wish you all the luck in the world!

Before You Begin Your Plan

The first thing we recommend you do is to [**JOIN OUR PRIVATE FACEBOOK GROUP**](#) where we can give you all the support you need on a more personal level. You are free to ask advice, let us know how you're getting on, and also interact with others who will be doing the same plan as you. You will also have access to speak with a Nutritional Advisor and Personal Trainer. This will help support you further with your program, and most of all keep you motivated and give you ACCOUNTABILITY.

Our group runs in 3 Fazes and everyone starts a new Faze together. When you join you will see in the pinned post at the top of the page when the date of the first Faze starts for you. This means you will be beginning your program the same time others, meaning you will all be in it together. If you have to wait a while for Faze 1 to begin, then you should spend this time trying and testing recipes from Faze 1, getting more exercise into your daily routine using the tips in the Intro book, and generally getting a head start before you begin.

You don't have to join our group to be able to do the plan of course, but it is very much recommended for your success and for us to be able to help you stick to it. And, you will definitely have questions as you go along. We do not want you to fail and come back to us at the end of your 12 weeks disappointed.



The Importance of Accountability

Most people talk about their hopes, dreams, health and fitness goals endlessly but nine times out of ten never achieve any of them. Why is this? It's not generally because we're lazy or don't care enough, it's simply because it is human nature for us to live in the moment.

Yes, we can dream and dream of big things for ourselves, but putting in the time and effort for future events that have yet to materialise requires foresight and discipline, and this is where most people come undone. Or, they may begin a project, weight loss, or fitness plan and be extremely excited about it, starting off well by putting their all into it, then giving up at the first hurdle.

Again, this is not necessarily a sign of weakness, but more due to the fact that willpower is a finite resource that often wanes and runs out. Most of us don't have unlimited willpower, which is why having accountability to an outside source can help you to pick yourself up and get back up on the horse with fresh passion and determination.

Committing to a Schedule

Changing long ingrained habits can take time, but with continual persistence you will get there. Committing yourself to a set schedule is one way you can do this very effectively. You can set all the goals in the world, but without a properly thought out schedule you are way less likely to reach them. It's easy to have BIG goals, but only a set out program implemented over time will get you there, and this is what an online diet and training program can offer you.

How The Plan Works

You will be given a shopping list at the beginning of each week, so make sure you have everything you need in ready for the week ahead. Your first shopping list will probably cost you more and be lengthier than the rest of them, but this is due to the fact that you will be stocking up on some non-perishable products that will last you the whole plan.

Breakfasts and lunch recipes will normally be for 1 person and dinners will be for 2-4 people (depending on the recipe), which is due to the fact that some meals will be eaten again the next day for lunch to save time and money. You can just double the recipes if you are cooking for more, or adjust them accordingly.

Do try to stick as close to the plan as possible, as the nutrition has been worked out on a daily basis specifically to the plant based diet, and reviewed by our dietitian. If you start to swap and change meals about then you may contradict this. However, a couple of changes if absolutely needed will not do any harm. For instance, if you don't fancy eating some of the same meals for lunch the next day, then you could swap them with the day after (most pre-prepped meals will keep in the fridge for up to 3 days) Remember, this is meant to be a fun and learning experience, not feel like it's too regimented.



Listen To Your Body

All meals and snacks have been worked out to roughly 2,000 calories a day, as this is the amount of calories required by the average person. If you are a male who is used to eating more than this, and you don't have weight to lose, then feel free to eat enough to be satiated. This is not supposed to be a calorie controlled diet, so don't go hungry. It's all about health, fitness and feeling awesome. Just listen to your body and stay away from ALL junk foods, which includes any refined sugars or carbs such as white flours, rice, pasta and breads. Everything in this plan is wholegrain and whole food apart from a little oil in certain recipes if you prefer it, but please learn to omit oils where you can because they have little nutrition and a whole load of calories. If you stick to this you will kill your sugar addiction pretty fast, and then your body will naturally start to tell you when it's full or when it wants to eat. You will find balance.

As mentioned, there are very minimal oils used in this plan, so if you prefer to be 100% whole foods plant based then by all means omit the oil as we have made amendments for this option. If you wish to lose weight then you should stick to the no oil options as much as possible too.

Make sure you stick to portion sizes when it comes to snacks, especially the high fat snacks such as nuts and seeds. Be even more vigilant if you do wish to lose weight, and once again, listen to your body. If you start to gain weight then you will need to cut out or down on the high fat snacks and stick to the lower calorie ones instead. You will start to understand over the course of the next 12 weeks just how much your body needs to stay at your desired weight, without the need for strict measurements.

You won't be counting calorie, protein or carbohydrate intakes on this plan. It is all worked out for you by our dietitian. The aim of the plan is to have the freedom to not have to worry about such things that can get in the way of you living your life. Instead, during the course of the plan you will find that putting a healthy meal together becomes second nature once you understand your plant based macronutrient groups.

PORTION SIZE - Bear in mind that portion sizes will have to be kept to your own discretion, but a general rule of thumb is your carbs should fill one cup cooked (1.5 cups for a male), your protein roughly the size of the palm of your hand, and fats the size of your thumb.

If you are gluten-free then please replace any glutenous products with their gluten-free counterparts.

Pay close attention to servings. Some recipes serve two, some four, depending on what it is. Obviously, you need to amend these to suit you and your family. Or, if you are cooking for one then you can easily freeze extra portions of most things. Don't forget to take into account the fact that some meals need extra for the next day's lunch etc. But other than that FREEZE, FREEZE, FREEZE. Don't waste food!



If you don't wish to snack in-between meals then you can easily incorporate your allocated snacks into meal times if you feel you need to.

It's very important you do your prep for the week ahead when specified (ideally the weekend before) as you don't want to be caught short. You will be given your shopping list and prep instructions the Sunday before, therefore you will have time to get everything ready over the weekend (you may want to check it on the Saturday if that works better for you). There will also be an easy bake to do on a Sunday. You won't need to save ALL of your weekly prep bakes for yourself as you will only need 2-3 portions (although you may wish to use them in your snack quota), so feel free to share with your family or friends - they won't complain

Use sugar-free plant milks in your usual teas and coffees, and a natural sweetener if you need sugar. Xylitol or stevia are good examples to use. You will find the best plant alternatives to use in hot drinks are soy, almond, and pea milks as they are more neutral in flavour and don't curdle as easily. Pea and Barista milks are definitely the best for not curdling in coffee, but watch the calorie, fat and sugar content of them as they are often high on both counts.

Try to swap your usual tea and coffee for caffeine-free versions; OR try to cut down your caffeine load in general by just having 1-2 caffeinated drinks per day only if you really need to. Swap with lots of herbal teas, or even green tea which is full of antioxidants and still gives you a light caffeine boost.

Drink LOTS of pure water. Go for filtered or bottled, as opposed to tap where possible to keep chemical load down. You will really notice the difference in your skin when you stop drinking so much tap water. A filter is much better rather than keep buying plastic bottles for obvious reasons.

YOUR FITNESS PLAN - Everything that you need to eat, plus your exercise plan, is put onto the correct days and worked out with our qualified personal trainer who is the star of your videos. Deviating from the order they have been put into means you may not get the results you are looking for. For the best results on this plan you need to do your workouts 4-5 times weekly.

The exercises gradually become harder as the weeks go on and as your fitness levels rise. Please work to your own level so you don't injure yourself, and always follow the warm-ups and cool downs correctly to reduce chance of aches, pains and injuries.

The exercises have been designed without the use of any equipment, thus making them easy for you to do anytime and anywhere you may be. You just need some floor space and that's it.

SUPPLEMENTS - The 3 nutrients that plant based and vegan eaters can become deficient in are Omega 3 fatty acids, Vitamin D and Vitamin B12. Your body can store B12 and D for a while, but if you decide to become a permanent plant based eater then you will probably need to use supplements for these. However, you will need to make sure you get your Omega 3's very regularly. Omega 3 ALA is in many nuts and seeds so you will be fine on that front, but Omega 3 DHA is only found in oily fish and algae, therefore you will either have to eat at least 3 portions of seaweed a week either in your cooking or snacks, OR you will need to buy a vegan DHA supplement. Don't skimp on this as DHA is crucial for mood and brain function, among many other things.

If you are a person living alone eating the foods on this plan, then you may want to amend the shopping list or recipes to one person. However, this may not be time and cost effective to do this all the time, therefore, as mentioned before, freezing in portions is imperative, along with freezing excess herbs. Also, use up other excess produce as part of your snacks so you don't waste anything.

Weight Loss

If you are looking to lose weight, then you will need to make sure you don't use extra oils when cooking your food. If there is a recipe that requires oil, you will mostly find it can be substituted with hot water or vegetable broth.

You should not have any of the high fat snacks off the snack list until you have reached your ideal weight goals. And be sure to use rigid portion control with any high fat foods such as nuts, seeds and avocados. Doing this will make all the difference as to whether you lose the pounds that you want to shift or not, so heed these words.

Portion Control

Most of your meals have been generally pre-portioned out on the plan, but these portions can vary depending on many factors including current body composition, weight, size, your sex, whether you wish to lose weight etc. A good rule of thumb (excuse the pun) is to use your own hand because it is usually perfect.



Fast Track Your Fitness

As with most things in life, the more you put in the more you get out. As well as sticking to your fitness videos that are designed to be done 3 to 4 sessions per week (every other day works well), you can also fast track your fitness and weight loss by taking opportunities wherever you can to burn calories.

You can do this in all sorts of situations, both indoors and out. For example:

Power walking, cycling or jogging to work whenever you can.

Power walking everywhere, even to the shops. Put a rucksack on your back to carry things home easily if you don't have too much.

Walk up and down your stairs 15-20 times in a row every day to get your heart rate up. Research shows that doing this simple thing every day (or a couple of times a day on non-training days) can really boost fitness and heart health.

Don't sit for more than one hour at a time without getting up and walking about the house for a few minutes. This will get your blood flowing and your back straightened out.

Put on your favorite music and dance energetically for 10 minutes (this is actually so much fun and good for the mind too).

Sexercise! (Need I say more!)

Get up during ad breaks and do some lunges, sit ups, or press ups in fast succession.

Use a couple of tinned food cans and do some bicep curls whilst waiting for the kettle to boil, or even whilst cooking.

While waiting for your bath to run, use the time to do some tricep lunges on the side of your tub: Turn your back to the bath, put your hands onto the sides of the tub with fingers on the outside. Lunge up and down and feel those triceps tightening up fast.



If you would like anymore information we recommend you join our Private Facebook Group where we can give you all the support you need on a more personal level.

You are free to ask advice, let us know how you're getting on, and also interact with others who will be doing the same plan as you.

You will also have access to speak with a Nutritional Advisor and Personal Trainer. This will help support you further with your program, and most of all keep you motivated and give you ACCOUNTABILITY.

You can also reach us at the website for lots of useful information, Click the icons below for the links.



ZESTFOREVER



FACEBOOK GROUP



ZESTFOREVER2020

ZESTFOREVER

PLANT BASED WORLD